

EXECUTIVE SECRETARIAT

Routing Slip

TO:		ACTION	INFO	DATE	INITIAL
1	DCI		X		
2	DDCI		X		
3	EXDIR		X		
4	D/ICS		X		
5	DDI		X		
6	DDA		X		
7	DDO		X		
8	DDS&T		X		
9	Chm/NIC		X		
10	GC				
11	IG				
12	Compt				
13	D/EEO				
14	D/Pers				
15	D/OEA		X		
16	C/PAD/OEA				
17	SA/IA				
18	AO/DCI				
19	C/IPD/OIS				
20	C/ACIS	X			
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		SUSPENSE _____ <small>Date</small>			

Remarks:

NSC review
completed.

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Executive Secretary

10 Aug 82

Date

Executive Registry

82-5164/3

THE WHITE HOUSE

WASHINGTON

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August 6, 1982

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White House

MEMORANDUM FOR THE SECRETARY OF STATE
 THE SECRETARY OF DEFENSE
 THE DIRECTOR OF CENTRAL INTELLIGENCE
 THE CHAIRMAN, JOINT CHIEFS OF STAFF
 THE DIRECTOR, ARMS CONTROL AND DISARMAMENT AGENCY
 THE DIRECTOR, INTERNATIONAL COMMUNICATION AGENCY

SUBJECT: Nuclear Arms Control Information Policy

The Administration shares the public's concern over the prospect of nuclear war. The goals of the Administration and the majority of Americans are the same -- peace and a lessening of the prospect of nuclear conflict. The Administration has a positive policy for dealing with this issue. The essence of this policy has been outlined in a number of major Administration statements, including Presidential statements of November 18, 1981; April 17, May 9, and May 31, 1982; and statements by the Secretaries of State and Defense and the Director, Arms Control and Disarmament Agency.

It is important that all government departments know and understand the President's policy, and that there be a coordinated effort to inform the U.S. Congress and public, and audiences abroad, of the Administration's approach to negotiations with the soviet Union on the reduction of nuclear weapons. An active effort in support of the President's policy is required, with initiatives to be considered at this time outlined in this memorandum.

Such initiatives include the following:

- A Nuclear Arms Control Information Policy Group, chaired by the Deputy Assistant to the President for National Security Affairs, has been formed to coordinate the overall project.
- This Policy Group will establish objectives and themes and will provide policy review of information materials and programs, and of legislative and international programs and strategies.
- Under the Policy Group's direction, the Interagency Working Group, previously established to handle Nuclear Freeze and related nuclear arms control Congressional and public affairs issues, will take the lead in program development and coordination under the co-chairmanship of the Departments of State and Defense. The Working Group will act as the central point

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Review June 4, 1988

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of contact, keeping the Policy Group informed of problems and progress. Assessments of current materials, programs, and strategies, as well as outlines of proposed activities, will be provided by the Working Group to the Policy Group on a regular basis.

- Departments and agencies are requested to ensure, as an initial step, that the Administration's policy is communicated through regular channels to appropriate government personnel, including especially those at policy levels and those involved in providing Congressional testimony and in speaker programs. This internal information program should start immediately, and should be based on the policy contained in the President's major statements and on additional information materials prepared by the Working Group and approved by the Policy Group.
- Under the direction of the Policy Group, new material will be developed, distributed, and updated periodically by the Working Group. This information, in addition to its use with internal audiences, will provide the basis for efforts by speakers and others who anticipate public discussion on the issue. As a priority, materials will be developed for use before internal and public audiences to stress the Administration's accomplishments, objectives, and rationale.
- Under the direction of the Policy Group, and with the approval of the White House Office of Communications, the Department of State's Bureau of Public Affairs will take the lead in coordination with the Department of Defense, ACDA, and ICA in arranging for public speeches and meetings with interested groups. Special briefings should be arranged for key groups, and speaking platforms should be actively sought for those officials who can best present the Administration's views.
- Concurrently, a broad range of media activities is desired, to include:
 - Administration briefing teams to communicate with media and other interested audiences in major regions of the country.
 - Cooperation with reporters covering nuclear arms control issues who wish to report on the Administration's arms reduction program.
 - Backgrounders in advance of major events, informing reporters and opinion leaders of Administration policy objectives.

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- Appearances on national television and radio programs (including programs which do not normally deal with foreign policy issues) by key officials.
 - Out-of-Washington editorial backgrounders, newspaper interviews, and appearances on television and radio programs by briefing team members, officials who may be in a regional area for a speaking engagement, or others who may be in major regional communications centers on official business.
 - Articles in general circulation magazines and specialized publications; op-ed material for newspapers; and articles for opinion-forming journals and other such outlets.
- To complement information efforts in the United States, ICA, under the direction of the Policy Group and drawing upon material developed within the interagency process, will develop and conduct a communications program designed to reach international audiences.
- Under the direction of the Policy Group, information strategy and programs should be developed to ensure understanding at national and local levels of the Administration's policies, and should be coordinated with other information activities.

Interagency Working Group meetings will be held at regular intervals to review progress, problems, and new initiatives for Policy Group consideration.

FOR THE PRESIDENT:


William P. Clark

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